

УДК 811.111

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In sociology, anthropology, and cultural studies, a subculture is a group of people within a culture that differentiates themselves from the larger culture to which they belong. The qualities of a subculture can be determined by aesthetic, religious, political, sexual, or a combination of factors. The members of these groups tend to have similar worldviews, dress styles, behavioral patterns and agot.

Today the world is developing a lot of youth subcultures and we can hardly enumerate all the existing ones: Punks, Hardcore Punks, Goths, Mods, Ravers, Otherkin, Biker, Emo, etc.

However this list would not be complete if we don't include Hippie. This subculture is familiar to both young people and older generation. Some researchers believe that the word "hippie" is connected with "hipster". In the 1940-1950s in the United States the term "hipsters" was used among the "beat generation" to denote jazz musicians and later a bohemian counterculture that formed around them. This culture was developing from a bit-culture of the 1950s while rock 'n' roll was developing from jazz. Some of the hippie predecessors were a group of "Merry pranksters".

Now this subculture is wildly known as the Hippie. This subculture originated in the USA and in the 1960s spread throughout the world. In the late 1960s-early 1970s the movement reached its golden age, having come to the USSR as well.

Hippies were not just people who had long-hair, listened to The Doors and wore bell-bottomed jeans. Hippies appeared in the US as an alternative to the conservative order and puritanical values. Hippies protested against the Vietnam War, racial discrimination and lack of spirituality. Although society perceived a new youth movement negatively, the number of hippie culture fans was growing worldwide every day. Hippies promoted pacifism, vegetarianism and freedom. They organized communities called "families" in sparsely populated villages where they could find a desolate house and to run a household according to their wish. Besides, Hippie often lived in a van or bus as it gave them an opportunity to travel. However, their favorite way to get around was hitchhiking.

As it is known, every subculture has its own symbols and trappings. External hippie attributes are very expressive and unique. That is long hair having both by men and women, numerous colorful baubles from fabric, thread and leather, jeans with patches, ripped jeans, jeans-bottoms, flowers in hair and on the clothes. They wore soft and comfortable fabric or leather shoes. Most part of a hippie style was borrowed from Eastern and African countries - girls wore Indian saris, boys wore hats and beards like Eastern men. Mixing fabrics and accessories from different countries reflected the desire of Hippie to blur boundaries between cultures. The main requirement to the hippie clothes was "no branded items". At the same time ethnic and hand-made things were of great value.

In 1960-1970s Hippie made a big contribution to a modern fashion. Flower paintings, trinkets, unusual belts and leather bags, hair ornaments, ripped jeans – all these periodically becomes fashionable again.

In addition to the bright trappings, music preferences, hippie subculture is a very strong ideological basis. In their lives Hippies were guided by some principles:

1. "All You Need Is Love!" It was one of the most famous hippie slogans.
2. "Off The Pig!"

3. "Give Peace A Chance"
4. "Hell No, We Won't Go!"
5. "Make love, not war!"

Hippies created their own philosophy and in their religious views hippies turned to Eastern religions and philosophies – Taoism, Buddhism, Hinduism, etc., because the norms of Christian morality contradicted the basic ideas of the Hippies. One of these ideas was the idea of a free love. Society regarded it as dissoluteness, but Hippies named their promiscuity as a freedom of feeling demonstration. Hippies were also pioneers in the promotion of nudist beaches. Generally a lot of their antisocial actions were attributed to freedom, because according to hippie's philosophy freedom was the highest of value of every person. Moreover, they believed that:

- freedom can be achieved only by changing the internal structure of the soul;
- the actions of a person are determined by internal uninhibited desire to preserve his freedom as a great treasure;
- the beauty and freedom are identical to each other;
- all who share the pre-cited ideas form a spiritual community;
- a spiritual community is an ideal form of the society;
- all who think otherwise are mistaken.

However, to free their mind and expand the consciousness Hippies used drugs. The favorite ones were marijuana, hashish and LSD. A most popular drug among Hippie was LSD – a synthetic drug invented in the 1930s. It was inexpensive and widely available, because in 1960 the action of this drug was being studied. While scientists were testing LSD on animals, Hippies successfully tested the drug on themselves, expanding their consciousness to the limits which had not been known yet. LSD popularity contributed to the emergence of a new trend in rock music – psychedelic rock. Taking LSD before the show, the band made unbelievable improvisations but in adequate condition they could hardly repeat that. It is widely known that icons of the Hippie movement were (and still are) Janis Joplin, Jimi Hendrix, Jim Morrison and the band The Doors, The Beatles, Jefferson Airplane, Grateful Dead and many others.

In the beginning of the 21<sup>st</sup> century the hippie movement experienced a "second wind", although it seems that it did not go away. The ideas of non- violence, love and freedom are always relevant in a society that is continuously fights, where people are sick and crazy about work. Each of us at least once wanted to get out of the office or home and drive aimlessly, somewhere. To live in a big family with a society of like-minded people and be free isn't it a dream of most of us? Hippies not only dream about it they make it real.

You may ask: "what about the work?" The answer is "It doesn't matter". Any job limits the freedom of a person. A real hippie should be free and therefore does not work. Theoretically any Hippie is a free craftsman, who works only to meet his needs for food and clothing.

As we mentioned above, even the USSR didn't become an exclusion and felt the influence of Hippie. Representatives of this subculture could be easily found in almost every major city of the Soviet Union at the "Parties" (or "rave places"). For example, in Moscow it was "Psikhodrom 2", "Frunze garden" (Znamenkaya street), and others.

Soviet culture formed its hippie slang, based on the English language.

For example: "ksivnik" (from "ksivu" - a document) – a small bag to carry this document); "Hayratnik" (or "haeratnik" from "Haier" – the hair); ribbon on the forehead (the legend – not to "blow your socks off"); "Fenichka" (bracelet made of thread, leather strips or beads, donated "in memory" or to friends; "Vpiski" (it is a temporary living at anyone of your friends) .

In the USSR Hippies were persecuted and harassed. They even had a radio station, though illegal. All Hippies of the USSR carried a radio with them and knew the hour when the hippie radio would broadcast.. They listened to a forbidden music, mostly psychedelic rock.

At present time Russia has several hippie art groups:

- Art group "Frisia" – the oldest in Moscow, containing artists;
- Creative Union "Antilir";
- Musician Association "Time H";
- "A community on the Prazhskaya" – it is situated in Moscow and deals with network hippie house, besides it is a fnb-hippie band Magic hat).

In spite of some disadvantages, Hippie culture is not dangerous. On the contrary, it has certain global values following that our world could be better: freedom, love, peace, kindness and warmth.

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